

**Subject:** RE: RE: DT News Shop Local<michael@downtownnews.com>  
**From:** "Joanne Danganan" <JDanganan@ccala.org>  
**Date:** 10/19/2016 01:21 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>, "Michael Lamb" <@>

Hi Michael,

Great to chat with you about partnering on Shop Local. We can include a blurb about it in our monthly Promotions e-blast, which is going out on Nov. 4. I can also blast it on Twitter. [Send your assets here](#) and I'll get it going.

As for the Icons ad, I'll have our graphic designer Kevin send it once it's been approved, sometime today or tomorrow.

Best,  
Joanne

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**Joanne Danganan**

Membership Coordinator

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[JDanganan@ccala.org](mailto:JDanganan@ccala.org)

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**From:** Henna Sherzai  
**Sent:** Wednesday, October 19, 2016 12:15 PM  
**To:** Joanne Danganan <JDanganan@ccala.org>; Michael Lamb <michael@downtownnews.com>  
**Subject:** DT News Shop Local

Hi Michael,

I'm following up on our chat after the Roundtable. I think promoting the issue through a CCA e-blast makes the most sense. Joanne is on this email and can follow up on how to submit your information.

Joanne- Michael is also looking for the CCA Icons ad. Can you follow up since Nhien is out?

Thanks!

**Henna Sherzai**

## Director of Marketing & Communications

 <https://www.downtov>

### **Downtown Center Business Improvement District**

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